

Finance and protect your global ventures

Do you need financing or insurance to support your international efforts? In addition to private banking and insurance, governments and other groups also offer excellent options. Visit www.canadabusiness.gc.ca to search for government grants, loans and financing programs—and investigate the following:

Business Development Bank of Canada www.bdc.ca

BDC's Market Xpansion Loan provides loans of up to \$100,000 to help businesses participate in prospecting initiatives, develop export and/or e-commerce plans, conduct product development and R & D or purchase additional inventory for export.

Export Development Canada www.edc.ca

EDC's financing and insurance solutions for exporters include: Export Guarantee Program, Foreign Buyer Financing, Project Finance, Accounts Receivable Insurance, Single Buyer Insurance, Contract Frustration Insurance, Political Risk Insurance and Performance Security Insurance.

Foreign Affairs and International Trade Canada www.tradecommissioner.gc.ca

DFAIT offers a range of specialized programs to support Canadian innovation, international business and investment, including Going Global Innovation, for R & D partnerships; Global Opportunities for Associations; Invest Canada-Community Initiatives, to support foreign direct investment; and International Science and Technology Partnerships Program.

Provincial government programs www.businesswomenintrade.gc.ca

Across Canada, provincial governments offer a variety of financing programs to help businesses conduct R & D, encourage investment, increase working capital, develop exporting capacity, generate global sales, establish international partnerships and much more. These include loans, grants, insurance solutions and tax incentives. Visit Funding Opportunities on our website for details.

Women's Enterprise Initiative (see links on p. 8)

Loans of up to \$150,000 are available to women starting or growing a business in British Columbia, Alberta, Saskatchewan or Manitoba.

Market insight

“When you go to a new market, you have to understand the culture and the people. That's the only way to be successful. If the temperament doesn't suit you, don't stay.

It has to be a fit. If you don't enjoy the people you work with, why do it? For me, Brazil was never about the money. It was always about the experience.”

Hilda Kopff, President
Designcorp | Toronto, ON



Navigating Chinese business culture

Serial entrepreneur Sherry Huang knows the Chinese market well. Born in Beijing, Huang now owns and operates three businesses on Prince Edward Island. She recently joined Prime Minister Stephen Harper's trade mission to China. Her advice to Canadian business women?

“The biggest challenge for most businesses entering the Chinese market is their lack of knowledge about the local business culture. Canadians often return from trade shows in China thinking they've generated a great deal of interest. However, saving face is important to the Chinese, so they will usually say they're interested even if they are not. Other times, they are genuinely interested, but the party in Canada does not respond quickly enough. If they send you a question and you don't respond for three days, they will look for another supplier.”

How do you navigate these challenges? “Get to know the culture well,” says Huang. “Interpreters can only interpret language for you—not cultural cues. Find yourself a good Chinese partner, engage a local marketing company to develop your business plan and work with the TCS in China.”

Save the date!

**JUNE 18-22,
2012**

Canadian Business Women's
delegation to WBENC
National Conference and
Business Fair » Orlando
www.wbenc.org/wbencconf

**OCTOBER 14-20,
2012**

Small Business Week,
Business Development
Bank of Canada
» Events across Canada
www.bdc.ca/sbw

**NOVEMBER 12-13,
2012**

WEConnect Canada Annual
Conference » Toronto
www.weconnectcanada.org

**MARCH 8,
2013**

International Women's Day

**MARCH 20-21,
2013**

WBENC Summit and Salute
» Baltimore
www.wbenc.org/Summit

Regional development agencies (p. 7) and women's business organizations (p. 8) also host a wide range of events. For events throughout the year, visit www.businesswomenintrade.gc.ca